

PROPOSAL

For Product Photography



PREPARED FOR:

Zola Electric Co.

BY PICHAZASIMU CO.

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Zola Electric Company's Photography Project Overview

Zola Electric Company requires high-quality photographs to showcase its product line and make its website, online promotional materials, and print promotional materials more profitable. Specifically, Zola Electric Company needs photographs from a variety of angles, resolutions, and distances for each of its 10 products in order to highlight their features and appeal to potential customers in online and print promotional materials.

PICHAZASIMU Company can meet Zola Electric Company's needs by making its professional studio, equipment, and product photography expertise available for the terms set out in this proposal. PICHAZASIMU's photographers will shoot Zola's product line in studio on appealing backgrounds and post-produce the images using computer software. PICHAZASIMU will then release a total number of end-product photos for use on Zola's website and in promotional materials.

Zola Electric Company's Project Outcome:

Following the scheduled photo shoot, my company will provide Zola Electric Company with the following:

- **150 high-quality digital photographs:**

My company's photographers will take digital photographs showcasing Zola Electric's full product line. My company will deliver 15 variations for each of Zola Electric's 10 products, allowing for a mix of angles, close-ups, and distance shots to capture product features in appealing ways. All photographs will be shot in my company's studio with lighting, flash, and backdrop equipment provided by my company. My company will use computer software to post-produce the photographs before releasing them to Zola Electric Company. Zola Electric is free to use any and all of the photographs for a period of 1 or 5 years, depending on the usage purchased and pre-agreements.

Recommended Photography Services:

To achieve Zola Electric Company's objectives, as outlined above, we recommend the following services as part of this project:

Product Photo Strategy Meeting

My company's team will meet with Zola Electric to hear its vision for a product photo shoot and offer input to help Zola Electric accomplish its business goals. Zola Electric Company and PICHAZASIMU will work together to determine the concept and time for the upcoming photo shoot.

Photo Session of Zola Electric's Product Line

After finalizing the production strategy, key members from Zola Electric Company's team will meet at my company's studio so my company can photograph Zola Electric's product line. This photo shoot is estimated to take the majority of a workday, as every product will be captured from a variety of angles in a studio setting.

Post-Production

My company's team will analyze the results from the photo shoot. Then my company's post-production specialists will use software like Photoshop and Lightroom to ensure every photo has the proper exposure and color, polishing every image to a professional level. Once post-production is complete, my company will make 150 photographs available to Zola Electric via a client portal website.

Usage:

PICHAZASIMU gives Zola Electric an unlimited license to use the photographs for either 1 or 5 years, depending on the usage purchased and pre-agreements. Usage rights include Zola Electric's website, online promotional materials, e-mail,

and print media. Upon expiration of the 1 or 5 year period, Zola Electric can repurchase rights to the photos through negotiation with my company.

Your Investment:

Product Line Pricing:

\$500 (lifetime usage fee) or \$300 (with 1 year usage fee)

Strategy meeting – Our photographers will meet with you to learn more about your products and ideas for upcoming promotions. We'll also offer recommendations to help you achieve your goals in the upcoming photo shoot. Then we'll agree on a concept and date for us to showcase your product line in a visually appealing way.

Photography session – Our team will put the plan created at the strategy meeting into action, spending an entire workday photographing your products from multiple angles. This session is designed to highlight your products' unique selling features, increase credibility of potential customers, and produce images to include in your upcoming promotional materials.

Post-production – Our post-production team will analyze the results from the product photo shoot. They'll use powerful software like Photoshop and Lightroom to optimize each photo's exposure and color, leaving you with a catalog of highly polished, professional product photos.

Release of digital photos – We'll release 150 digital photos to your team. Your team is free to replicate these photos, use them on your website, in emails, and in print media for 1 or 5 years (period of time determined by the particular usage fee you purchase).

Why Choose PICHAZASIMU?

Zola Electric Company needs compelling product photos to get target

customers' attention and turn them into buyers. But Zola Electric can't justify spending thousands of dollars renting photo equipment, and specialized photography training. Hiring a company like my company removes those roadblocks; we obsess over creating beautiful, engaging product photos that match Zola Electric's vision. We'll bring the following strengths in our work for Zola Electric:

- **PICHAZASIMU has all the necessary equipments to take beautiful product photos** – Some photographers stiff their clients with unexpected equipment rental fees. This isn't an issue for us. Our studio is fully equipped with everything we need to bring your products to life. For a flat fee, you get access to the most powerful equipment available, helping you capture attention and stand out from your competitors.
- **PICHAZASIMU's team is marketing-minded** – A lot of photographers create gorgeous photos, but their work doesn't compel viewers to act. Our team understands the principles of marketing given that we own social media pages (@pichazasimu) through which we can advertise the photos. We take a hybrid approach that gives you the best of both worlds – visually stunning photos that encourage viewers to buy – because we understand the ultimate purpose of your photos is profit, not entertainment.
- **PICHAZASIMU includes extensive post-production services** – Our team employs a mix of photographers and post-production specialists, making us the one stop solution for your product photography needs. There's no need to worry about finding someone to touch up your photos and get them just right. After every photo session, we polish every image to the highest quality.

Project Timeline:

Should Zola Electric Company choose PICHAZASIMU to execute this solution as proposed, our timeline for this project is as follows:

Phase	Activities	Completion
Strategy	Meeting between Zola Electric and PICHAZASIMU: discussion of Zola Electric Company's business goals; product photo recommendations delivered by my company; finalizing concept and date for photo shoot.	20/04/2022
Product Photo Shoot	High-quality photography session by PICHAZASIMU's photographers at my company's studio; shots of Zola Electric's entire product line from multiple angles.	25/04/2022
Post-Production	Post-production by PICHAZASIMU's experts to ensure perfect exposure and color of every one of Zola Electric's product photos.	30/04/2022
Release of Photos	Release of 150 digital photographs to Zola Electric for replication and use in online and print promotional materials; release is effective for 1 or 5 years, depending on usage fee Zola Electric decides to purchase.	01/05/2022

Next Steps:

As outlined in the Investment section, our pricing is valid until [DATE]. To take advantage of this proposal and proceed with the project as outlined, Zola Electric's next steps must be to

- Accept the proposal as-is
- Discuss desired changes with my company
- Finalize and sign contract
- Submit initial payment of 50 percent of total project fee

Once completed, my company will contact Zola Electric to schedule a project launch meeting to make introductions and gather information before beginning

the work. We're happy to make changes to project scope on Zola Electric's request at any time, but may be subject to additional billing.

Terms and Conditions:

Once project fee is paid in full to PICHAZASIMU, any elements of text, graphics, photos, contents, trademarks, or other artwork furnished to Zola Electric for inclusion in website are owned by Zola Electric Company.

PICHAZASIMU assumes Zola Electric has permission from the rightful owner to use any code, scripts, data, and reports are provided by Zola Electric for inclusion in its materials, and will hold harmless, protect, and defend my company from any claim or suit arising from the use of such work.

PICHAZASIMU retains the right to display graphics and other web content elements as examples of their work in their portfolio and as content features in other projects.

This agreement becomes effective only when signed by agents of Zola Electric and my company. Regardless of the place of signing of this agreement, Zola Electric agrees that for purposes of venue, this contract was entered into in [STATE] and any dispute will be litigated or arbitrated in [STATE].

The agreement contained in this contract constitutes the sole agreement between Zola Electric and my company regarding all items included in this agreement.

- WELCOME -

